



MENTOR

THE NATIONAL MENTORING PARTNERSHIP

Promotional Toolkit: MENTOR: The National Mentoring Partnership's *Mentoring Connector*

Background

This toolkit is meant to serve as a resource to promote the Mentoring Connector to program audiences through e-newsletters and social media channels. The Mentoring Connector database is a highly valuable asset that MENTOR and our network of affiliate *Mentoring Partnerships* provide to national partners and is the ultimate tool in national public awareness campaigns, like [In Real Life](#) and [National Mentoring Month](#). Our partners at the White House, the NBA, National CARES Mentoring, LinkedIn, the Corporation for National and Community Service and others issue calls-to-action that result in more than 80,000 searches in the system on an annual basis. As these national campaigns gain more momentum that number will only increase.

Over the last year, MENTOR has worked with CiviCore to make significant improvements to the database and provide a better user experience both to the program staff that submit their programs for listing and to potential volunteers who answer the call-to-action to mentor. As we continue to use this tool to engage a wide variety of audiences and potential mentors across the nation, **it is critical that we continue to add quality programs so that when someone responds to a campaign call-to-action to become a mentor, they see a comprehensive list of programs to contact.**

This document contains sample e-newsletter language and social media messages that you may use throughout the year!

Template Newsletter Message

Subject or Headline: Don't Miss Out on Your Listing in the Nationwide Mentor Referral System

MENTOR: The National Mentoring Partnership is growing their free database and referral service, [The Mentoring Connector](#), which helps quality youth mentoring programs across the US recruit more local volunteers and increase visibility through national public awareness campaigns.

Don't miss out on the opportunity to be a part of this critical resource that will help you recruit volunteer mentors!

Each month, thousands of prospective mentors across the country search MENTOR's database of mentoring opportunities through www.mentoring.org and through MENTOR's national partner sites, including the White House's My Brother's Keeper initiative site, [LinkedIn](#), NBA Cares, National CARES

Mentoring, Mentor.gov, and many more. Searchers find a list of mentoring opportunities in their area, and can contact programs to inquire about becoming a mentor.

If you want volunteers to find your program among the zip code search results please follow the instructions below to submit your program listing to the Mentoring Connector:

- Go to <https://connect.mentoring.org/admin>
- Click the "Add a New Program" button below the login fields (do not enter your email address or a password)
- Enter requested info on your mentoring program. Remember that what you enter in the Program Description and Mentor Description fields will be visible to anyone searching for programs through the system, so use clear and informative language.
- Click Submit when finished.

If you have any questions at all, please feel free to contact MENTOR at connector@mentoring.org

Sample Social Media Messages

Facebook

- Did you know? Over 85,000 searches have been made in the #MentoringConnector, the only national database that helps quality youth mentoring programs across the country recruit more local volunteers. National partners like The @WhiteHouse, @NBA and @CNCS use this technology to send thousands of potential mentors to search the database for local opportunities to volunteer as a mentor. Don't miss out on this opportunity! Submit your program information today to get in on all the action. <http://bit.ly/1ZBm7dz>
- Are you looking for more mentors for your program? Get listed in the #MentoringConnector! This free database and referral service is provided by our national organization, MENTOR: The National Mentoring Partnership. MENTOR and other national partners like the White House's My Brother's Keeper initiative and the NBA send thousands of potential volunteers to search the database using their zip code to find local opportunities to mentor. Check it out and submit your program for listing. <http://bit.ly/1ZBm7dz>

LinkedIn

Did you know? In the past seven months, over 85,000 searches have been made in the Mentoring Connector, the only national database that helps quality youth mentoring programs across the country recruit more local volunteers. National partners like The White House, NBA and The Corporation for National and Community Service use this technology to send thousands of potential mentors to search the database for local opportunities to volunteer as a mentor. Don't miss out on this opportunity! Submit your program information today to get in on all the action. <http://bit.ly/1ZBm7dz>

Instagram

Over 85,000 searches have been made in the #MentoringConnector, the only national database that helps quality youth mentoring programs across the country recruit more local volunteers. National partners like The @WhiteHouse, @NBA and @CNCS use this technology to send thousands of potential mentors to search the database for local opportunities to volunteer as a mentor. Don't miss out on this opportunity! Submit your program information today to get in on all the action. <http://bit.ly/1ZBm7dz>
#volunteer #publicservice #recruitvolunteers

Social Media

Be sure to use the following in any social media messages you create:

- #MentoringConnector
- @MENTORnational on Twitter
- @MentorNMP on Instagram
- Shortlink: <http://bit.ly/1ZBm7dz>

You may also use these sample tweets:

- Did you know over 85,000 volunteer searches have been made in the #MentoringConnector? Don't miss out! <http://bit.ly/1ZBm7dz>
- National partners like The @WhiteHouse use the #MentoringConnector to help volunteers find #mentoring opportunities. Don't miss out! <http://bit.ly/1ZBm7dz>

Social Media Graphic

(Click to save and share)

